

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 07155 020206Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----021146Z 022097 /20

R 011103Z APR 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 749

UNCLAS BANGKOK 7155

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJECT: WTDR/FTI

REF: USDOC 3369

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: N/A

4. BANGKOK BUSINESS EQUIPMENT LTD. PARTNERSHIP
4A. CODE: K

5. 5/5-6 DEJO ROAD

6. BANGKOK, THAILAND

7. ESTABL: 1970 8. EMPL: 60 9. SIZE: (20-X) MEDIUM

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: LOCAL

12. RPT.DATE: 3/77

13A. 35793/1235. IMP.AGT.RTR.DIST. OF OFFICE MACHINES AND SUPPLIES

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13B. 35742/1235. IMP.AGT.RTR.DIST. OF ELECTRONIC CALCULATING
MACHINES

14. CONTACT: MR. KIAT CHURDSUWANRAK TITLE: GENERAL MANAGER

15. CABLE: BUSIQUIPT 16. TELEX: NA 17. TEL. 234-8670

18. FINANCIAL REFS: BANGKOK BANK LTD., 3-9 SUAPA ROAD, BANGKOK;
BANGKOK BANK OF COMMERCE, SURAWONGSE ROAD, BANGKOK.

19. TRADE REFS: HEWLETT-PACKARD CORP., 3200 HILLVIEW AVENUE,
PALO ALTO, CALIF. 94304; SPEED-O-PRINT BUSINESS MACHINES
CORP., 1801 WEST LARCHMONT AVENUE, CHICAGO, ILL. 60613.

20. AGENCY REP: TOKYO SHIBAURA ELECTRIC CO., LTD., TOSHIBA
BUILDING, 2-1 GINZA 5-CHOME, CHUOKU, TOKYO 104, JAPAN,
PHOTO COPYING MACHINES, ACQ: 1971; HEWLETT-PACKARD CORP.,
3200 HILLVIEW AVENUE, PALO ALTO, CALIF. 94304, CALCULATORS,
ACQ: 1976; SPEED-O-PRINT BUSINESS MACHINES CORP., 1801
LARCHMONT AVENUE, CHICAGO, ILL. 60613, BUSINESS MACHINES,
ACQ: 1970; TECHNICAL PRODUCTS SENDIRIAN BERHAD, 240
MACALISTER ROAD, PENANG, WEST MALAYSIA, DIAZO PAPER,
ACQ: 1972; WESTACO PACIFIC PTY. LTD., P.O. BOX 273, MILSONS
POINT, N.S.W., AUSTRALIA 2061, ELECTROSTATIC PAPER,
ACQ: 1973.

21. BANGKOK BUSINESS EQUIPMENT LTD. WAS ESTABLISHED IN 1970
WITH AN AUTHORIZED CAPITAL OF US\$7,500 AS A LIMITED
PARTNERSHIP OF MRS. CHARINPORN CHURD SUWANRAK, MR. KITTI
TAYCHACHAIWONGSE AND MRS. KALAYA KOVITKUL. FIRM IMPORTS
OFFICE MACHINES AND SUPPLIES FROM U.S. (45 PERCENT),
JAPAN (30 PERCENT) AND FROM ENGLAND, WEST GERMANY,
SINGAPORE, MALAYSIA, AUSTRALIA AND TAIWAN. ITS OFFICE AND SALES-
ROOM OF 244 SQ.METERS IN A LEASED BUILDING ARE LOCATED IN ONE OF
BANGKOK'S BUSINESS AREAS. IT ALSO OWNS A 600 SQ.METERS WAREHOUSE.
IT IS AFFILIATED WITH THE FLORINTAL MARKETING AGENCIES (WTDR -
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6/73), AN IMPORTER OF OFFICE MACHINES AND SUPPLIES AND EXPORTER
OF THAI PRODUCTS. SUBJECT FIRM EMPLOYS 60 PEOPLE INCLUDING 15
SALESMEN. ITS SALES VOLUME IN 1976 WAS REPORTED TO BE
US\$1,000,000. LOCAL BANK REPORTS FAVORABLY ON SUBJECT FIRM; IT IS
CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY
AT AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 01-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO07155
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770114-0512
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t197704100/aaaadizo.tel
Line Count: 106
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 95ecb39b-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2662867
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/95ecb39b-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009